

# The Alliance Herald.

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Official Publication of Box  
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T. J. O'KEEFE, Editor.

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### The City of Alliance.

Alliance is a thriving, pushing, growing little city of 3500 souls, with a future full of promise—indeed, so bright is the outlook, it is freely predicted that within five years it will have a population of from 5000 to 8000. In all of Northwest Nebraska there is no town, in point of population and volume of business, that can approach it. Its railroad facilities are the best, being located on the main line of the great Burlington and Missouri River railroad system; and its schools and churches are not surpassed anywhere. Its people are hospitable, enterprising and intelligent. Its climate is healthful, invigorating and inspiring. In short, no town in Nebraska presents superior inducements for men of capital, enterprise and push to locate within her borders. Letters of inquiry addressed to the ALLIANCE HERALD will be answered promptly and in detail.

"All is lost save honor."—Wm. E. Ashbaugh.

"Don't give up the ship."—Wm. Mitchell.

"Truth loses some battles, but never any wars."—Ira Reed.

"It's better to have fought and lost than never to have fought at all."—Sam Smyser.

"Temporarily repulsed but not defeated. Up, boys, and at 'em."—General Barry.

### The New Campaign.

A political campaign has just ended, but the HERALD begins a new one this week. It is not a political campaign, but a business campaign for Alliance. The platform is "Alliance," and every citizen can get on and stand on.

The campaign slogan is, "Make Alliance a better town!" Make it a better town socially, a better town morally and a better town commercially. The way to make it a better town socially is to get acquainted with your neighbor and take an interest in neighborly affairs. The way to make it a better town morally is to discountenance evil, build up the churches, strengthen the regard for public morality and cultivate civic virtue. The way to make it a better town commercially is to pull together in all business enterprises that have for their object the widening of the city's business.

There are eight years between now and 1910, and if Alliance citizens pull together, work together and boost Alliance at every opportunity, 1910 will see this city of 10,000 people.

What is here to make this city of 10,000 people? you ask. Everything. Every pound of groceries sold to the retail trade north and west of Alliance should be sold by Alliance jobbers. Every pair of shoes sold in the same territory should be sold by Alliance jobbers. The lumber used in building operations throughout the great northwest should be jobbed from Alliance. Hardware should be supplied to the retailers of this territory by Alliance jobbers.

Alliance should be made a wholesale distributing point. The city's resources and environments should be made known to the world at large. If this is done capital will come in. Let every citizen take hold and work. Let every citizen chip in and raise a fund to advertise the city abroad.

Come, now; ginger up! We have got a great little city here now. Let us join hands in making it greater, bigger and better. Will you take an interest in this campaign? The ticket is headed "Alliance," and the platform is "Alliance."

It's a mighty mean man that will hit another when he is down. Will our republican friends please stand back long enough to let us get up?

### Additional Local.

Thirty-two more new subscribers this week.

Rolla Shelter is in from Lawn precinct today.

C. J. and E. S. Wildy shipped a car of horses to Hamburg, Iowa, Saturday night.

F. G. Simmons arrived in the city Monday and will spend another week in the interest of the A. O. U. W.

Henry Brus, Jos. Planansky, Andrew Tschacher and C. Klemke were in from the west part of the county Wednesday.

E. Reed will ship another car of horses to Iowa tomorrow. Mr. Reed has paid out over \$70,000 for horses in this county.

Dr. Horn's letters are becoming more interesting each week. You can't afford to miss one of them. Subscribe at once.

The "circus" social to be given at the home of Mrs. R. B. Hamilton has been postponed on account of the illness of Mrs. Zollinger.

Mrs. W. E. Zollinger's condition is still very critical and to add to their troubles one of the children has been taken down with scarlet fever.

Letters posted in the United States for Rev. Dr. Horn prior to November 25th, should be directed to Hong Kong, in care of The Chartered Bank of India, Australia and China. After November 25th, address to Colombo, Ceylon, in place of Hong Kong; care of same bank.

My stomach is weak, but I guess it can digest political pie."—Uncle Mose Kinkaid.

### Our Own Fault.

Although the republicans have won the victory and will control the affairs of state for two years longer, the fusionists have no reason to feel discouraged. Of course we would have felt better in victory than in defeat, but in some defeats there are victories and in some victories there are defeats. Mr. Mickey will be governor for two years, which is a great honor to him, but perhaps he would have considered it more of an honor had he received as many votes as the rest of the ticket, or even as many as Deitrich got. But the fact is that Mickey polled fewer votes than any republican candidate for the governorship during the past eight years, with one exception. He received fewer votes than Majors, fewer votes than MacCall and fell 17,000 below the vote given to the unspeakable Dietrich. But he did poll about 500 more votes than Hayward. The republican ticket was elected because more fusionists than republicans remained away from the polls.

The reason why fusionists may have remained away are numerous. Perhaps they figured that it would be better to give the republicans free swing for two years—state, congress, everything—and let them hang themselves. But the truth seems to be that the fusion organization was weak and unable to get the vote out. The fusion committees had no railroad passes wherewith to send voters home—the republicans had all they needed. The fusion committees had no money to hire carriages to go after negligent voters—the republicans had plenty. It was openly boasted by a republican worker in Lincoln on election night that over \$100 had been spent in a certain precinct for carriages, and the precinct polled less than 120 votes.

There is some history yet unwritten of the recent campaign. There is the story of the abject surrender made by a candidate who posed as the God-and-morality standard bearer to the brewers of Omaha. There is the promise sought to be secured from Thompson by a certain railroad lobbyist but which was indignantly spurned by the Grand Island man, only to be secured from the other side if indications are to be relied upon. When John H. Mickey declared a day or two before election that he had made no promises he uttered a statement that no thinking man believes to be true. The railroad interests that sought a promise from Thompson and failed to get it soon afterwards buckled in and helped Mickey pull through.

But the fusionists need not be discouraged. If history repeats itself—and it has never yet failed—the republican administration of Nebraska affairs will soon become so rotten that in self-defense the people will overthrow it. The railroads are in control again, and the people may submit for a time, but not forever.

The thing for fusionists to do—and do it now—is to prepare for the next fight. Experience should have long ago taught us the futility of trying to organize and push a campaign in six weeks' time. The democrats and the populists should maintain a working organization all the time. There is no use trying to dodge the fact that the republicans won because of their superior organization. They keep their organization going all the time. That's what we must do if we ever expect to win.

We have been too lax. We have depended too much on the people seeing our position in its proper light. We have taken it for granted that we had but to point out an injustice in order to have it remedied. What we've failed to do in the past we must not fail to do in the future.

We must organize, organize, organize. Well, our friends, the enemy, knew they had a fight on their hands. The next time we'll make it a whole lot more interesting for them. We're mad now.

THE HERALD has twisted a towline of its own and hereby serves notice on the World-Herald that its famous towline must look to its laurels. The HERALD's towline is going to be used for pulling in good things for Alliance. Grab on.

### Entertainment at Baptist Church.

Program to be rendered at the Baptist church, Monday evening, November 24th, 1902.

Orchestra, Overture, "Shining Shore".....A. Dietz  
Choir, Selection, "Consider the Lilies".....J. F. Kinsey  
Piano Solo, "Gallop".....Mair Fern Fielding.

Instrumental Trio, "Flower Song", Lange  
H. Botts, 1st Mandolin, R. Rollson,  
2d Mandolin, Miss A. M. Snow, Guitar.  
Recitation, "The Guardian Angel".....Edith Hinman.

Piano Solo, "Sonnet from Paradise".....Gene Paul Myrtle Carlson.

Orchestra, "Zilpha".....Ripley  
Violin Solo, "Bohemian Girl".....Balfe  
B. E. Fernald.

Choir, "The Voice of Joy".....John McPherson  
Recitation, "Asleep At The Switch".....Frank McFarland.

Instrumental Trio, "Massa's In the Cold, Cold Ground".....Foster  
Geo. Snyder, 1st Mandolin, H. Botts,  
2d Mandolin, E. Cooper, Guitar.  
Ocarina Solo "In Rosen Duft".....Gleason  
R. Madsen.

Recitation, "Selected".....Charlotte Osborne.

Piano Solo, "On Blooming Meadows".....Rive-King  
Lucile Hull.

Duett, "Kiss Me Good Night".....Mrs. Morris, Mrs. Coleman.

Orchestra, "Sparkling Gem Waltzes".....Ripley.  
A nominal charge of 15 cents will be made.

A band of about a dozen Indians were at the depot Tuesday on their way to the reservation at Gordon after spending the summer traveling with a show company.

George Darling the Furniture Dealer.

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Our Store!

Look over our line of

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And make your selections. We measure your rooms and send sizes to factory, who cut and match and sew the carpets and return them in five days, ready to put down on your floor. They are cut and matched by experienced men, so there are never any mistakes; and, being sewed by machinery, are stronger and more uniform than when sewed by hand.

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Rooms 1, 2 and 3, First National bank building, Alliance, Neb. Notary in office.

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**GEO. G. GADSBY,**

In C. A. Anderson's Blacksmith Shop, ALLIANCE, NEB.

Road Notice to Land Owners.

(Road No. 44.)  
To whom it may concern:  
The commissioner appointed to examine a road commencing at the northwest corner of section 13, township 27, range 46, in Dorsey precinct, Box Butte county, Nebraska, running thence south between sections 13 and 14, 23 and 24, 25 and 26, 35 and 36, terminating at the southwest corner of section 36 of township 27, range 46, has reported in favor of the establishment thereof, and all objections thereto or claims for damages must be filed in the county clerk's office on or before noon of the 5th day of December, A. D. 1902, or said road will be laid out without reference thereto.  
S. M. SMYSER,  
County Clerk.

### Druggists and Pharmacists.

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GET A BOTTLE OF

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It cures the cough.  
Twenty-five cents buys it at the

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**W. O. Barnes,**

Jeweler and Optician.

Victor Lodge, Number 10, Knights of Pythias.  
Meets every Tuesday evening at 8 o'clock, at Bell's hall. Visiting members in the city cordially invited to attend.  
C. A. Rankin, C. C.  
I. T. O. STEWART, K. of R. and S.

THE HERALD has the best Job Office in western Nebraska, and turns out the best work.  
Look at that underwear window, at Norton's. It's a fine selection.